

PRE-SORTED
STANDARD
U.S. POSTAGE
PAID
SUNNYVALE, CA
PERMIT NO. 112

Sunnyvale
City of Sunnyvale
Main Numbers

City Manager's Office
408-730-7480
**Community Development/
One Stop Permit Center**
408-730-7444
NOVA/Employment
408-730-7232
Finance Department
408-730-7380
Human Resources
408-730-7490
Information Technology
408-730-7540
Library
408-730-7300
Parks & Recreation
408-730-7517
Public Safety
408-730-7100
Public Works
408-730-7415
Utilities
408-730-7681

BUSINESS PAGE

What Can Sunnyvale Economic Development Do For You?

- **Ombudsman**—Working on your behalf with City staff and other state and federal agencies.
- **Permit Assistance**—Coordinating a knowledgeable team of City, state and federal agencies to facilitate the permitting process so your project goes quickly and smoothly.
- **Data Source**—Demographics, trade information, etc.
- **Real Estate Information**—Sites, brokers, property history, etc.
- **One Stop Information Resource**—Knowing who to call for information at City, state and other agencies.
- **Intermediary**—Helping identify programs and contacts at utility companies and other service providers that can save you money.
- **Facilitator**—Sums up what we do...getting you operating in the most time-efficient manner, to save you money.



BUSINESS PAGE

Sunnyvale
City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

The Economic
Development
Newsletter
for Sunnyvale
Businesses
Spring 2004

Support your local
Sunnyvale businesses!



Sunnyvale BUSINESS PAGE

Business Page Format Change Coming Provide Us With Your E-mail Address to Receive the Newsletter Electronically

We understand that electronic mail is one of today's most-used communication tools. In response to requests from many businesses, we are in the process of developing our *Business Page* newsletter in electronic format. The Economic Development Division plans to deliver the quarterly *Business Page* electronically starting with the Fall 2004 issue.

To ensure that this new process goes as expeditiously as possible, please contact the Economic

Development Division at 408-730-7607 or by e-mail at econdev@ci.sunnyvale.ca.us to provide your e-mail address. The contact information you provide will ensure that the right person at your company receives our newsletter. Any information you give us will be used only by the City of Sunnyvale to provide information on city services and programs that might be of interest to your business.

Career *faire*

As another school year comes to a close, it is time for students to start thinking about the future. What better way to do that than to bring local businesses together with students to highlight the many career choices and job possibilities available to them? The perfect setting for this semi annual event has historically been Fremont High School, which will host the 2004 Career Faire on April 28. This year's event will be held in collaboration with NOVA Youth Group, Junior Achievement of Silicon Valley and Monterey Bay, and the Sunnyvale Rotary Club.

The majority of the participating students are currently enrolled in the Junior Achievement Success Skills program, which emphasizes workforce readiness, develops students' interpersonal effectiveness, and teaches problem-solving strategies necessary to succeed in the workplace.

We welcome your participation in the 2004 Career Faire. Please contact Maria Rodriguez by e-mail at mrodriguez@ci.sunnyvale.ca.us or at 408-730-7702 if you have any questions, or if you are interested in hosting a table. The deadline to sign up to participate is Tuesday, April 20.



Military



High Tech



Public Works
Services



Banking



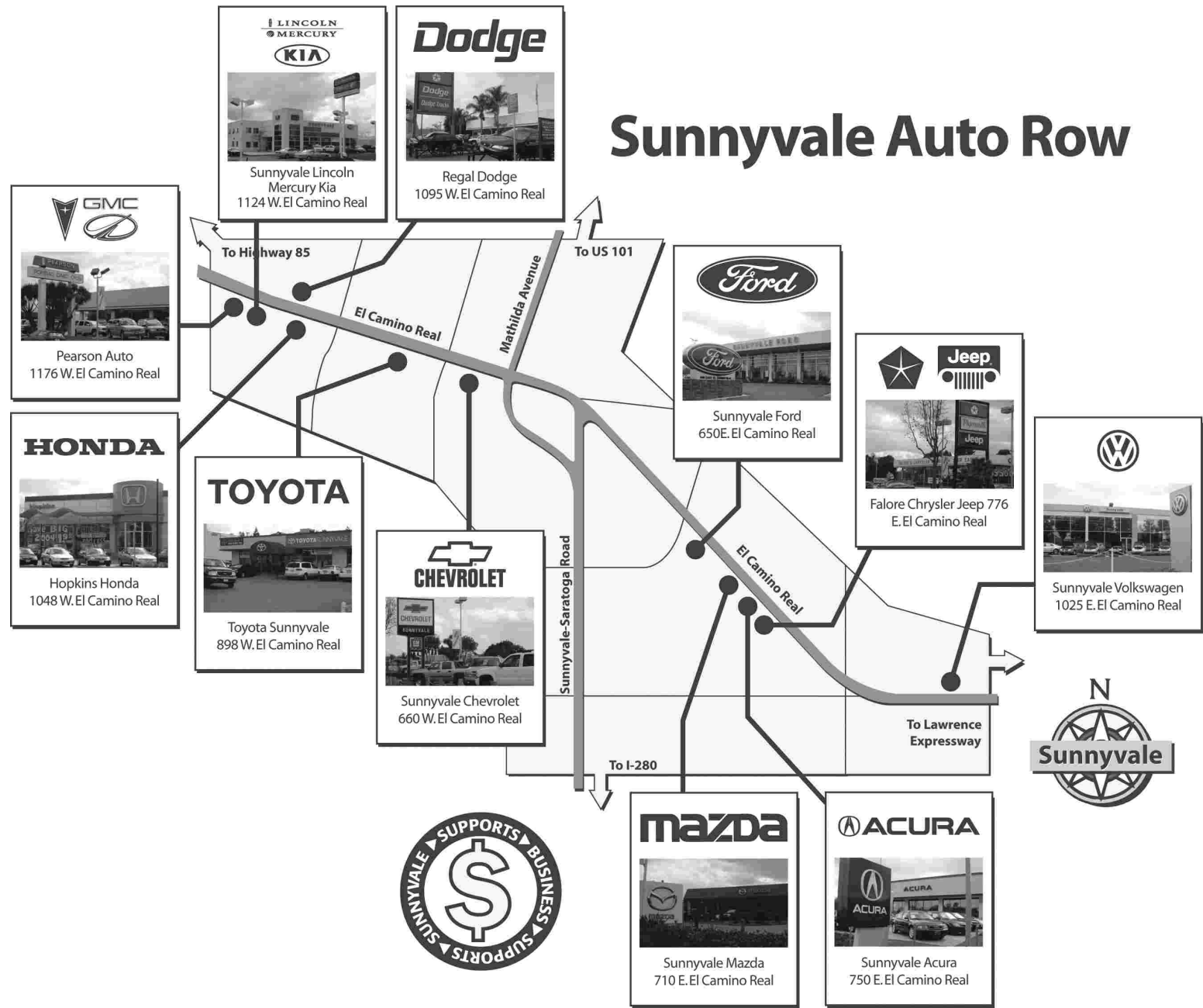
City Library

Career Faire
Participants
Sought

The Economic
Development
Newsletter
for Sunnyvale
Businesses

Spring 2004

Electronic
Business
Page



Support Sunnyvale Auto Row

Are you or someone you know in the market for a new company or personal car? If you buy your new car, truck or SUV from one of the dealers on Sunnyvale Auto Row, you can get a great deal while supporting Sunnyvale businesses. Remember that money spent in Sunnyvale stays in Sunnyvale.

Retail sales tax makes up a large portion of the general funds received by the City. Those funds, in turn, are used to provide the high level of

services businesses enjoy. The general fund supports all City services, including public safety and public works. We encourage you to buy your goods and services from Sunnyvale businesses.

For more information about supporting Sunnyvale businesses, or to ask questions regarding your own business, please contact the Sunnyvale Economic Development Division at 408-730-7607.

Sunnyvale Auto Row

The Sunnyvale Public Library, located across from City Hall at 665 West Olive Avenue, contains a wealth of current and comprehensive information for the small business community. We have information on a wide variety of subjects such as ideas for businesses, starting and running a small business, business plans, business law, franchising, incorporation, limited liability, company formation, loans and grants, industry analysis, market statistics, employment trends, personnel management, teamwork, and training.

The library subscribes to several online business databases which contain information you would otherwise have to pay for. The Business and Company Resource Center, for example, is a fully integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. This resource is available to you free of charge and accessible anywhere you can access the Internet through the Library's web page at <http://www.sunnyvalelibrary.org/>. Please note you'll need a Sunnyvale Library

Card to access the information online (an easy, one-minute process requiring you to present yourself and proof of your California mailing address at the Library).

Whether the answer can be found in a book, magazine, video, audiobook, online, or even in an e-book (electronic book accessible to you online 24 hours a day through the Library's web site), librarians are committed to assisting you uncover pathways for you to pursue the information you are seeking. And in the event our resources are insufficient to adequately answer your questions, we have the ability to forward your question on to researchers who may have specific knowledge and/or more time to fully address your information needs.

Let the Sunnyvale librarians go to work for you, assisting you to find and use the information you need! You can reach the Reference Librarians in person, by telephone at 408-730-7300, option 6, by fax at 408-730-7809, or by email at adultref@ci.sunnyvale.ca.us.

Spotlight on Resources for Small Businesses

By Steve Sloan

Urban Village Sunnyvale Farmers' Market



Enjoy Saturday morning outings at Sunnyvale's Farmers' Market. You'll find fresh-grown fruits and vegetables, as well as spices, breads and other snacks.



S. Murphy Ave. between Washington & Evelyn
Every Saturday 9am-1pm
510-745-7100

www.urbanvillageonline.com